



ROCKVILLE'S FISCAL YEAR 2016 Annual Report

FISCAL YEAR 2016 (July 2015 - June 2016)

CITY OF ROCKVILLE ANNUAL REPORT

A MESSAGE FROM THE ACTING CITY MANAGER

Welcome to your City of Rockville Fiscal Year 2016 Annual Report.



Every year, the city's charter requires the city manager to "Prepare and submit to the Council within ninety (90) days after the end of the fiscal year a complete report on the administration activities of the City for the preceding year ..."

That annual report isn't just a list for the Mayor and Council, your elected officials — it's an accounting for you, the Rockville community, of how your city government performed during the fiscal year, which runs from July 1 to June 30.

Every aspect of Rockville government, from its pothole repair to its boards, commissions and committees to its largest annual events, like the Hometown Holidays Music Fest, draws its long-term vision from the eight critical success factors established by the Mayor and Council, and direction from the priority initiatives that are the plan for accomplishing them.

One priority is a more engaged and informed Rockville community, and that's why we've put the annual report here, on eight pages of "Rockville Reports," so you can see some of the achievements and accomplishments the city's departments and divisions have made on your behalf over the past year.

Rockville is a strong city, it is a diverse city and it is a city that is financially stable.

This year, ratings institutions reaffirmed Rockville's bond rating — based on the city's debt burden, management, financial performance and economic base — as AAA/Aaa. Our excellent bond rating will ultimately save our taxpayers and residents hundreds of thousands of dollars in interest costs. We refinanced city debt this year, saving residents and taxpayers \$1.5 million in debt service payments, and leveraged historically low rates and interest costs to finance new projects.

Because of this commitment to being financially responsible, Rockville is a vibrant city, a city of economic strength and culture, one where young professionals can start their lives, where businesses can succeed, where families can grow in safe, secure neighborhoods, and, eventually, where they can retire and thrive. Whatever your status or wherever you are in life, Rockville has a service, program or community gathering for you.

This quality of living is reflected in the city's rankings: Rockville has been named No. 1 on Livability.com's "Best Cities for Families" list; we're seventh on Movoto.com's list of "Best Places Near Washington, D.C., for Young Professionals"; sixth among their rankings for "Best Washington, D.C., Suburbs"; and Goodcall.com has us listed as the seventh best city in the U.S. for women entrepreneurs. These are some of the most recent of Rockville's high rankings.

As acting city manager, I'm honored to serve with a group of people who are so committed to serving the people of Rockville. On behalf of those dedicated professionals, I am proud to once again present this annual report.

Craig L. Simoneau, Acting City Manager

Engaging with the Community Throughout the Year

From conducting community meetings to hosting special events to providing the high-quality customer service residents and visitors expect, each City of Rockville department or office engaged with the community throughout Fiscal Year 2016.

The **Department of Recreation and Parks** continued to offer programs, community centers and parks where community members could be active, learn new skills, meet new friends and enjoy nature. That included more than 31,000 registrations in city recreation programs and 300,000 visits to the Rockville Swim and Fitness Center — the city's most popular recreation facility. The Community Services Division reached out to the community, often with the help of volunteers, through mentoring and counseling programs for young people and the annual Holiday Drive, which served more than 1,000 families in November and December.

Community policing and trust within the community remained the driving focus of the **Rockville City Police Department**. The RCPD collaborates with 13 civic associations throughout the city and maintains a strong Business and Neighborhood Watch program. The citizens police academy took 36 participants behind the badge to receive hands-on training and learn about all aspects of the police department. Officers once again organized and visited block parties across the city during National Night Out and, in April, the department held the largest Drug Take-Back Day to date.

The **Department of Public Works** kept community members informed about construction projects in their neighborhoods, and led programs such as Bike to Work Day and the Rockville Solar Co-op, which recruited 207 homeowners to install solar roof panels on their homes. The annual Equipment Show, in May, gave hundreds of families the opportunity to meet DPW staff and climb aboard some of the big trucks they use to keep Rockville running.

Community engagement was as big a priority as ever for **Community Planning and Development Services**, as the Rockville 2040 master plan update drew 500 community members to 30 listening sessions, and 110 attendees to four citywide forums, to plan for the city's future.

The **City Clerk's Office/Director of Council Operations** played perhaps its most important role in 2015, overseeing November's historic election and successfully implementing the use of early voting, paper ballots and new voting equipment. The office also conducted two post-election forums to seek feedback about the 2015 election and begin planning for the 2019 election.

The **City Manager's Office** also connected with the community throughout the 2015 election season, hosting a workshop for candidates, conducting voter registration drives and televising candidate forums. The effort helped maintain the same level of voter turnout between the 2013 and 2015 elections. The office also supported the Mayor and Council's diversity initiative through diversity leadership workshops for students and adults, and the annual Martin Luther King Jr. and Lunar New Year celebrations. The office also sought to improve outreach to minority-, female- and disabled-owned businesses through a new Procurement Division initiative.

The **Information Technology Department** made it easier to engage with the city by upgrading the city's institutional network, email and phone systems. IT implemented new systems for online permitting and for tracking requests for service, and deployed new GIS technology for use by city staff and community members.

The **Human Resources Department** provided expertise to the city's Ethics Commission, worked collaboratively with the community to resolve claims made against the city and worked with the county to fill a newly created Project Search position, which offers training and jobs to young adults with intellectual and developmental disabilities.

The **Finance Department**, using feedback from the public, the Mayor and Council and the acting city manager, prepared the Fiscal Year 2017 budget, processed utility bills and interacted with customers on a daily basis through the service window at City Hall.

The **City Attorney's Office** interacted with volunteers on the city's 22 boards and commissions, providing legal counsel at meetings of those bodies, as well as at meetings of the Mayor and Council.

Mayor and Council Priority Initiatives

The Mayor and Council worked together to define the following priority initiatives that serve as their collective work plan for the 2016-2019 term. These priority initiatives capture the Mayor and Council's long-term vision for the community. Learn more at www.rockvillemd.gov/mayorcouncil.

Efficient and Effective City Service Delivery

- Finish the Compensation and Classification Plan.
- Receive the Senior Service Study and develop a multiyear implementation plan.

Good Governance

- Review the scope and role of the city's boards and commissions and make appropriate changes; and review the systems and processes to create, appoint and sunset city boards and commissions.

- Review existing codes and policies based on the scoring of the Human Rights Campaign's Municipal Index and identify modifications to enhance LGBT nondiscrimination.
- Re-establish office space for councilmembers.
- Develop an open data initiative that includes all aspects of city governance.
- Partner with other jurisdictions to meaningfully engage with Montgomery County Public Schools, Montgomery County government and the state to promote school construction.

Safe and Livable Neighborhoods

- Modify and incentivize the required percentage of various housing requirements (affordable and work force) in new development.
- Develop a plan to increase physical connectivity of neighborhoods.
- Beautify the concrete walls under the railroad

tracks at Middle Lane and Park Road.

- Review and agree upon the scope of duties of the Rockville City Police Department and determine appropriate staffing.
- Adopt and implement Vision Zero and engage the community in implementation.

Planning and Preservation

- Receive the Rockville's Pike Neighborhood Plan from the Planning Commission and adopt it in 2016.
- Examine the appropriateness of different development standards around Metro stations.
- Complete the Comprehensive Master Plan revision by 2018.
- Formulate the conditions under which Rockville can support bus rapid transit.
- Hire a consultant to conduct a feasibility study for a pilot trolley/streetcar program.

Informed and Engaged Residents

- Increase the city's proactive outreach to diverse populations.

Economic Development

- Formulate a policy on economic incentives and develop supportive programs.
- Encourage Marriott to relocate their corporate headquarters to Rockville (near the Twinbrook Metro station).
- Explore mechanisms to encourage neighborhood shopping center revitalization and explore additional zoning and uses.

Stewardship of Infrastructure

- Establish a task force on the King Farm Farmstead.
- Adopt a sustainable fleet policy.
- Create a community climate action plan developed by a citizens' task force.

City Attorney's Office

The City Attorney's Office provides legal support to the City of Rockville. The office serves as the legal advisor to the Mayor and Council, all boards and commissions and city staff on all legal matters.

In FY16, the office:

- Attended and provided legal counsel at Mayor and Council meetings and, as needed, at meetings of the city's various boards and commissions.
- Prepared, negotiated and/or reviewed all legal documents involving the city.
- Prepared and/or reviewed ordinances, resolutions, and amendments to the city code and charter.
- Represented the city's interests in legal proceedings before federal and state courts and administrative agencies.

City Clerk's Office/Director of Council Operations

The City Clerk's Office/Director of Council Operations serves as the liaison between the Mayor and Council and the community, city staff and the business community, as well as other local municipalities and county, state and federal government. The office supports the Mayor and Council's advocacy for the protection and promotion of the health, safety, comfort and welfare of Rockville residents, and for the preservation of the city's property, rights and privileges.

The City Clerk's Office/Director of Council Operations is in many ways the face of the city and plays a critical role in regulatory compliance. The City Clerk/Director of Council Operations attends all Mayor and Council and designated boards and commission meetings; manages the legislative processes requiring action by the Mayor and Council; administers fair and impartial city elections; manages board and commission activities, including appointment notifications, staffing and training for board and commission members; and maintains and preserves the official public record of the Mayor and Council, including oversight of the city's archives.

In FY16, the office:

- In November, oversaw the first election in Rockville's history in which residents elected a mayor and four councilmembers to serve a four-year term, from 2015 through 2019. Previous elections were for two-year terms.
- Transitioned the District 7 polling place for November's election.
- Successfully implemented early voting by paper ballots for the city election.
- Piloted new voting equipment selected by the state. The election was successfully certified and the newly elected Mayor and Council were inaugurated on Nov. 15.
- In February, with the city's Board of Supervisors of Elections, conducted two post-election forums attended by candidates, treasurers, and elections board members from the state, county and other municipalities, to seek feedback about the 2015 city election and to begin discussions about the 2019 elections.
- Conducted two planning sessions in January and February to establish Mayor and Council goals and priorities for the 2015-2019 term.
- Welcomed, in May, Kathleen Conway, as the new City Clerk/Director of Council Operations.

City Manager's Office

The City Manager's Office carries out the Mayor and Council's policies, priorities and strategic plans, providing professional recommendations to the Mayor and Council and overseeing the day-to-day management of the city. The office provides high-quality strategic leadership and communitywide communication, develops collaborative and empowering relationships with community members and organizations, and procures goods and services for the city's operations.

In FY16, the office:

- Supported the Mayor and Council's goal-setting process for the 2015-2019 term.
- Hosted a workshop about the city government for 2015 city election candidates.
- Conducted voter registration drives and public information efforts that maintained the same level of voter turnout between the 2013 and 2015 city elections, despite the continued loss of local media, including the closing of "The Gazette."
- Televised live coverage of Mayor and Council candidate forums.
- Educated the community about changes to the 2015 Mayor and Council election, including the election to the first four-year terms in the city's history, the option of early voting, a new voting location and new paper-ballot voting machines.
- Engaged Rockville residents and the business community with their local government through the Rockville Leadership Academy and the Rockville Business Academy.
- Organized, with the Human Rights Commission, programs for students and for adults to promote understanding and appreciation of diversity and inclusion in school communities and neighborhoods.
- Recognized Asian Pacific American Heritage Month and the city's support for refugees through a Mayor and Council proclamation and statement.
- Engaged with the community through the annual Martin Luther King Jr. Day and Lunar New Year celebrations, the Good Neighbor Awards, neighborhood matching grants and a walking town meeting in the Hungerford neighborhood.
- Implemented a water conservation program that replaced 24 inefficient toilets with water-saving toilets in 17 homes of lower-income city residents.
- Engaged state elected officials to promote city priorities, including funding for school construction, renovations to the Rockville Swim and Fitness Center, and transportation and pedestrian safety improvements.
- Supported the Mayor and Council's successful advocacy for an enlarged gymnasium at Richard Montgomery Elementary School No. 5 and opposition to relocating a school bus depot to Rockville neighborhoods.
- Developed and launched a new tracking system for requests for service and improved on-line service request forms.
- Reorganized the Procurement Division under the City Manager's Office.

THE YEAR IN REVIEW:

7.15 The city's Independence Day celebration relocated to King Farm's Mattie J.T. Stepanek Park.

"[Rockville city police Officer Derrick Tibbs] actually stopped to talk to the boys and gave them complimentary badges. It was such a sweet moment and made me so grateful to live in our neighborhood and city."

Angela Kopanski Runko, recounting what happened when her boys waved as a police cruiser drove past their home.

7.15 – Rockville's Fiscal Year 2016 began July 1, 2015.

7.15 – The inaugural Movies in the Parks series launched July 29.

7.15 – The Rockville Bicycle Advisory Committee led summer bike rides throughout the summer.

8.15 – The city installed a new bike rack for free the first under a new city grant program – outside the office of Ecobeco, at 107 W. Edmonston Drive.

9.15 – More than 14,000 children and adults participated in city sports leagues in FY16. Co-rec soccer was a popular fall youth sport.

9.15 – The city screened Maryland Public Television's "Our Town – Rockville" for the public on Sept. 19 in Town Square.

10.15 – The Mayor and Council were in attendance on Oct. 31 as the city dedicated and renamed Lincoln Terrace Park for long-time community leader Wilma Shelton Bell.

10.15 – Rockville police helped keep kids safe on Walk to School Day on Oct. 7.

10.15 – The city hosted a variety of family-friendly Halloween celebrations.

"My son has attended City of Rockville summer camps for five years now and he can't wait to go every year! The staff is excellent – a perfect combination of encouraging the kids to do new things, having fun and silly moments throughout the day, and taking good care of everyone."

Colleen Reed

8.15 – Rockville neighbors joined the Rockville City Police Department to celebrate the community on National Night Out, Aug. 4.

8.15 – The Rockville Swim and Fitness Center hosted 300,000 visits in FY16.

9.15 – The 10th annual Salute to Nonprofits on Sept. 12 featured ways to volunteer with city nonprofits.

By the Numbers

Development review applications filed	110
MD Historic Preservation Tax Credit value	\$149,208
Owners using MD Historic Preservation Tax Credits	8
Building & fire plans reviewed in 3 weeks or less	85%
Building & fire system permits issued	4,435
Building & fire inspections conducted	12,041
Building & fire permits collected	\$1,840,569
Community Development Block Grant spent	\$231,285
Homeowners using CDBG funds	7

By the Numbers

Webpage total views	1,776,895
YouTube channel views	51,463
Twitter followers	6,828
Facebook likes	3,413
Press releases issued	212
Neighborhood matching grants awarded	7
Neighborhood matching grants total value	\$5,950
Diversity leadership program participants	33

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- Engaged minority-, female- and disabled-owned businesses through outreach and technical assistance as part of a new Procurement Division initiative.
- Executed a new three-year agreement with Rockville Economic Development, Inc. (REDI) to perform economic development work through FY 2019, including promoting Rockville as a great place to do business.
- Updated the city's Maryland Public Information Act policies and practices to comply with changes in state law.
- Redesigned the print edition of "Rockville Reports" based on user survey results and feedback from four focus groups.
- Launched a new online edition of "Rockville Reports" that is translatable and mobile friendly to better engage with the community and to take the lead in delivering city news to the community in the face of the continued loss of local media.
- Secured additional funding for Rockville 11 through a cable franchise agreement that allows Rockville 11 to continue its mission of broadcasting live meetings of the Mayor and Council, Planning Commission and other city government bodies.
- Planned the launch of a high-definition (HD) channel for the county's public, education and government cable channels, in coordination with other Montgomery County municipalities.

Accolades

- No. 1 on Livability.com's 2016 list of "Best Cities for Families."
- No. 17 on Livability.com's 2016 list of "Best Places to Live."
- No. 4 on Livability.com's 2015 list of "Best Foodie Cities."
- No. 7 on Movoto.com's list of "Best Places Near Washington, D.C. for Young Professionals."
- No. 6 on Movoto.com's list of "Best Washington, D.C. Suburbs."
- No. 29 on NerdWallet.com's list of "The Most Educated Places in America."
- No. 7 on GoodCall.com's list of "Best Cities for Women Entrepreneurs."

Community Planning and Development Services Department

The Community Planning and Development Services Department oversees planning, historic preservation, affordable housing, development review and permitting activities throughout the city. Residents making improvements to their properties, and developers, regularly consult the department for assistance in determining whether projects are consistent with master plans, the zoning ordinance and other development regulations. The department supports five boards and commissions, including the Planning Commission, Historic District Commission, Sign Review Board, the Board of Appeals and Rockville Housing Enterprises.

In FY16, the department:

- Assisted the Planning Commission with preparing its final Rockville Pike Neighborhood Plan recommendations for approval by the Mayor and Council.
- Managed the Rockville 2040 master plan update process, including leading more than 30 listening sessions and four citywide forums, and completing trend reports addressing land use, community facilities, historic preservation, the economy and the environment. More than 500 community members attended the listening sessions, offering their visions for the city's next 25 years. More than 110 people participated in the citywide forums held in April, May and June to develop master plan policies, goals and priorities.
- Reviewed development plans and inspected construction, including the completion of Duball LLC's Upton Apartments and Cambria Hotel & Suites mixed-use project in Town Center.
- Implemented online permitting for certain building and trades permits.
- Led the process to ensure the building code was amended and adopted on schedule, with business-friendly changes, without reducing life-safety measures.
- Prepared household, population and employment projections as part of the Metropolitan Washington Council of Government's Round 9.0 Cooperative Forecast, a 30-year forecast of growth in the area.
- Coordinated zoning text amendments, including an update to the historic preservation process, as the first phase of a multiphase effort to revise all historic preservation documents.
- Coordinated with county and state officials on bus rapid transit (BRT) corridor planning efforts along MD 355 and Veirs Mill Road, and completed a study of options for bringing BRT routes to Rockville Town Center.

Finance Department

Managing all city financial activities under the direction of the chief financial officer, the department allocates and tracks the city's financial resources, processes financial transactions, and provides information and analysis as a basis for decision-making. The department provides customer service assistance to residents, taxpayers and utility customers. It also secures financing for capital construction, safeguards and invests city funds, and manages the city's retirement system and retiree benefit trust. Finance Department staff produce the city's annual budget document, Comprehensive Annual Financial Report (CAFR), Popular Annual Financial Report (PAFR) and oversees the city's annual independent audit.

Amended FY16 Expenditure Budget by Dept.

Department	Percentage
Public Works	23%
REC & Parks	18%
Non-Departmental	33%
Finance	3%
Police	9%
CPDS	4%
CMO	4%
IT	3%
HR	1%
M&C/City Clerk	1%

TOTAL: \$125.9 ALL FUNDS, IN MILLIONS

**Nondepartmental expenses support citywide insurance programs, contingency accounts, and capital and debt service costs.*

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In FY16, the department:

- Worked with the acting city manager to prepare the FY17 budget, seeing it through to unanimous adoption by the Mayor and Council in May.
- Upgraded the city’s core enterprise resource planning system to better manage city functions, including financial, procurement and human resources components.
- Implemented new water and sewer rate structures, beginning in July ‘15.
- Coordinated the transfer of billing for the city’s refuse and recycling services to the county tax bill.
- Transitioned the Procurement Division to the City Manager’s Office.

Accolades

- Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting for the Fiscal Year 2015 CAFR.
- GFOA Distinguished Budget Presentation Award for the FY16 Adopted Operating Budget and Capital Improvements Program Budget.
- GFOA Popular Annual Financial Reporting Award for the FY15 PAFR.

Human Resources Department

The Human Resources Department provides services to ensure that all city departments have the qualified and capable people necessary to support each department’s mission, as well as to ensure appropriate classification, recruitment, testing, performance management and learning, benefits, health and wellness initiatives, labor relations, equal opportunity employment and diversity. The department oversees safety and risk management, personnel policy and program administration, and a variety of employee events and special projects.

In FY16, the department:

- Established the new compensation and classification structure adopted by the Mayor and Council in July 2015, which resulted in more competitive salaries for employees.
- Revised all regular employee job descriptions, according to the new compensation and classification structure, and led communication with employees on the project.
- Successfully negotiated a new contract through months of amicable collective bargaining with the American Federation of State, County and Municipal Employees Local 1453.
- Debuted a new employee orientation highlighting the benefits, roles and responsibilities of effective public service, and key policies and procedures.
- Created new training programs to accompany the revised employee safety handbook for new hires and laborers.
- Automated the data tracking portion of the onboarding process for new hires, increasing the ability to provide more analytics.
- Recruited and hired the new City Clerk/Director of Council Operations.
- Began advertising job openings via the city’s Facebook page.
- Developed a new employee performance evaluation tool.
- Launched online benefit open enrollment.
- Launched new online claim forms that allow for more timely and accurate filing of common types of claims.
- Worked collaboratively with community members to resolve claims made against the city.
- Supported the Mayor and Council’s decision to award a contract to Aon Risk Services for insurance broker services, which will enable Aon to assist the city with the acquisition of a variety of insurances to protect the city’s people, property and environment.
- Expanded safety training for employees by hosting snow plow simulation training.
- Provided critical information for the Rockville City Police Department’s accreditation by the Commission on Accreditation for Law Enforcement Agencies.
- Coordinated with Rockville Housing Enterprises to identify health insurance for their employees, eliminating health insurance costs to the city.
- Provided human resources expertise to the city’s Ethics Commission.
- Worked with Montgomery County to fill the newly created Project Search position, which offers training and jobs to young adults with intellectual and developmental disabilities.
- Began offering tobacco cessation resources for employees to support the Mayor and Council’s Smoke-Free Rockville initiative.
- Launched a new early morning exercise program for employees at the Gude Drive Maintenance Facility.
- Offered free flu shots and biometric screenings, monthly blood pressure screenings and body composition analysis, lunchtime and after-work exercise classes, onsite massages, a Holiday Challenge promoting weight maintenance, a 5K Jingle Bell Walk, Heart Health Bingo and Health and Fitness Week through the LiveWell wellness program.

Accolades

- Safety and Risk Manager Marcus Odorizzi was recognized as a Rising Star of Safety “Top 40 Under 40” by the National Safety Council.

Information Technology Department

The Department of Information Technology (IT) manages the city’s voice, data and geographical information systems (GIS) and networks, and provides help desk services to all city departments. The department works to enhance the city’s ability to deliver timely, innovative, customer-focused IT services that meet residents’ needs and improve the efficiency and quality of services the city provides.

In FY16, the department:

- Migrated city departments to Office 365 and began implementation of a new agenda and meeting management system for Mayor and Council and board and commission meetings.
- Upgraded the city’s institutional network (I-Net), replacing backbone network equipment to improve IT performance.
- Implemented the city’s first unified computing system, allowing delivery of applications and services at a much faster rate, while reducing the size of the area occupied by data center equipment by 75 percent.
- Completed a new address notification web-based GIS map application to incorporate new technology and improve ease of use.

By the Numbers

- Sale of water/sewer/refuse funds bonds. \$10.2 M
- Payroll payments processed 20,000
- Online utility bill payments processed. 14,500
- Water meters read each quarter 12,492
- Vendor payments processed. 5,200
- Estimated unassigned general fund balance . . . 23%

“The past two seasons we have felt incredibly lucky for the volunteer coaches that my daughter was assigned. Rockville is truly lucky to have such passionate and hardworking volunteers who truly love to see the kids have fun.”
A response to a survey about the city’s youth soccer program.

By the Numbers

- Annual health assessment participants 249
- Weight Watchers at Work participants 25
- Weight Watchers program weight loss 800 lbs

1.16 – The city’s annual Martin Luther King Jr. Day Celebration, on Jan. 18, focused on the theme of “The Challenge: Building Community in the Age of Ferguson and Baltimore.”

2.16 – The Rockville Swim and Fitness Center’s indoor South Pool was dedicated on Feb. 13 after a project to replace its pool deck and heating, ventilation and air conditioning system, and update its aesthetics.

THE YEAR IN REVIEW:



11.15 – Rockville voters elected Bridget Donnell Newton as mayor, and Beryl L. Feinberg, Virginia D. Onley, Julie Palakovich Carr and Mark Pierzchala as councilmembers, on Nov. 3.



11.15 – The Mayor and Council were sworn in for the city’s first-ever four-year terms on Nov. 15.



IT staff.

12.15 – The city’s Holiday Drive served more than 1,000 families. More than 300 individuals volunteered over 680 hours to support the drive.



12.15 – F. Scott Fitzgerald Theatre offered great holiday performances throughout December.

12.15 – The city’s wellness program organized a Jingle Bell Walk for employees and collected canned goods for Manna Food Center.



1.16 – Rockville received nearly 30 inches of snow during the Jan. 22-24 blizzard. Public Works and Recreation and Parks crews, with support from the Purchasing Division and city police, worked day and night throughout the storm, and for days after, to clear snow from city streets.

By the Numbers

- Officers 59
- Hours of professional training Over 5,100
- Response to calls 30,412
- Arrests and warrants. 932
- Multi-family units licenses issued 8,921
- Landlord-tenant calls for service. 5,402
- Outreach visits to businesses. 324
- Animal control calls 2,043
- Dog licenses issued 1,991
- Cat licenses issued. 254
- Chicken licenses issued. 8
- Ferret licenses issued 1



1.16 – Rockville’s coat drive collected 370 coats.



2.16 – The city’s Asian Pacific American Task Force and the City Manager’s Office organized the annual Lunar New Year celebration on Feb. 13.

“Being in the water made me feel like a kid again. I find swimming refreshing and enjoyable so I’ve kept at it . . . and I feel 20 years younger!”
– Doug Redding, who lost 95 pounds through diet and swimming at the Rockville Swim and Fitness Center.

- Planned, composed and deployed a new open data platform for public sharing of GIS data, saving data maintenance time and adding tools for users to discover, examine, and download data.
- Migrated GIS data and map servers from physical to virtual machines (an operating system installed on software versus a physical machine), fully virtualizing the entire GIS infrastructure.
- Supported same-day voter registration for the 2015 city election.
- Developed and launched, with the City Manager’s Office, a new tracking system for requests for service, using Microsoft SharePoint.
- Implemented SmartForce to enhance communication and accountability throughout the police department.
- Launched an online permitting system that allows customers to apply for some permits online, rather than having to visit City Hall.

- Implemented a new IT asset management system to protect and manage the city’s IT investments.
- Deployed new security systems for vulnerability scanning, risk identification, remediation and management to protect city resources and customer information.
- Began disaster recovery planning and completed the city’s first disaster recovery drill, successfully restoring all mission-critical systems and applications.
- Overhauled the city’s backup infrastructure, operations, policies and procedures, effectively replacing all obsolete backup equipment with cutting-edge

- Completed all security remediation actions related to the city’s Payment Card Industry compliance certification, allowing the city to continue to securely handle customers’ credit card payments.
- Successfully upgraded all of the city’s financial and human resources servers and applications.
- Replaced all city phones for enhanced security and collaboration.
- Set up Cisco teleconferencing to help dispersed teams work face-to-face.
- Had four staff members earn seven new certifications, allowing the department to better serve the IT needs of city staff and the community.

Rockville City Police Department

The Rockville City Police Department (RCPD) is a fully accredited, community policing agency that works with the public and other law enforcement agencies to provide police protection, services, education and enforcement for the Rockville community. It is committed to ensuring the safety and protection of homes, businesses, schools and the people who occupy them. In Fiscal Year 2016, the RCPD sought its eighth reaccreditation by the Commission on Accreditation for Law Enforcement Agencies (CALEA), a distinction bestowed early in Fiscal Year 2017 in recognition of the department’s continued high standard of professionalism and organization.

The department’s Community Enhancement/Code Enforcement Unit leads the city’s ongoing effort to preserve property values and housing stock by maintaining and improving the community’s appearance. Under the Community Enhancement Program, housing inspectors patrol neighborhoods in a proactive effort to identify and eliminate code violation and address property maintenance, with an emphasis on identifying and licensing rental homes.

The RCPD collaborates with 13 civic associations throughout the city to address quality of life issues as efficiently and as effectively as possible and maintains a strong Business and Neighborhood Watch program.

The Neighborhood Services Unit’s animal control officers respond to all animal-related complaints and the unit oversees licensing and vaccinations for city pets, including cats, dogs and ferrets.

In FY16, the department:

- RCPD recorded a steady decline in the number of Part I crimes, which are crimes against people (murder, rape, robbery and assault) and property (burglary, larceny and theft). Such crimes decreased from 1,929 in Fiscal Year 2002 to 1,173 in FY16, even as the city’s population grew.

- Successfully implemented changes to the city’s animal control ordinance, including the licensing of dogs, cats, ferrets and chickens and new laws regarding tethering and sheltering and chickens and chicken coops.
- Chief Terrance N. Treschuk retired June 1, after 27 years of service, receiving a Lifetime Achievement award during the Rockville Public Safety Awards and a key to the city from the Mayor and Council.
- Maj. Bob Rappoport was named acting chief.
- In March, hosted an onsite assessment visit by representatives of CALEA, as part of the process toward earning reaccreditation as a law enforcement agency for another four years.
- In April, held the city’s largest Drug Take-Back Day to date, with



RCPD staff at Hometown Holidays.

- over 430 pounds of medication collected.
- Retired K-9 Boomer and certified new K-9 Bodi.
- Implemented policies and procedures for opiate overdose response program.

Accolades

- Seven police officers were honored during the 27th annual Rockville Public Safety Awards in June, receiving six Distinguished Service Citations and a Meritorious Service Award.
- The department was the first runner-up in the municipal division of the Click It or Ticket Challenge at the Montgomery County Police Department’s annual Traffic Symposium Awards.

The Department of Public Works (DPW) delivers high-quality engineering and operational services that provide, utilities and infrastructure to protect health and property and contribute to the high quality of life enjoyed by Rockville communities. DPW provides effective and efficient design, acquisition, construction, operation, maintenance, inspection and renewal of the city's infrastructure to provide sustainable transportation, water, sewage disposal, stormwater management, recycling and refuse collection, and environmental management and fleet services.



By the Numbers

- Successfully plowed, salted and dug out the city from 29.5 inches of record snowfall from the “Snowzilla” blizzard of Jan. 22-23, by working around the clock for eight days.
- Constructed several major projects, including the Horizon Hill Stormwater Management Ponds, Water Treatment Plant upgrades, and the Avery Road and Maryland Avenue pedestrian safety sidewalk projects.
- Completed design, awarded a \$2.9 million construction contract and began construction of the East Rockville sewer capacity improvement project.
- Designed two major pedestrian safety projects funded by a federal grant: Pedestrian safety enhancements in Twinbrook and the South Stonestreet Avenue road diet project, which includes installing a bicycle lane and a sidewalk and narrowing the roadway from four lanes to three.
- Completed 95 percent design of the Rockville Intermodal Access – Baltimore Road project.
- Awarded an \$11.5 million, five-year construction contract for water main rehabilitation and improvements.
- Updated the city’s Water Quality Protection Ordinance; adopted in October.
- Converted to a new ferric chloride treatment chemical and installed a new gravity thickener for solids handling at the city’s Water Treatment Plant.
- Conducted a comprehensive assessment of the condition and health of the Watts Branch watershed.
- Completed an environmental scan, detailing Rockville’s sustainability and environmental accomplishments.
- Finalized a contract to install solar power panels over the parking lot at the Gude Drive Maintenance Facility.
- Recruited 207 residential homeowners to install solar roof panels through the Rockville Solar Co-op.
- Celebrated National Public Works Week with the annual DPW Equipment Show.
- Obtained a fulltime intern for one year through the Chesapeake Conservation Corps, which matches new environmental professionals with organizations working to protect the Chesapeake Bay watershed.

- Received the Director's Award from the Partnership for Safe Water, the second consecutive year the city's water treatment plant has earned the recognition.
- Ranked No. 26 on the Environmental Protection Agency's Green Power Partnership list of the largest green power users among local governments.
- Became one of only four jurisdictions to be recertified by the University of Maryland's Environmental Finance Center with a Sustainable Maryland award, recognizing the city's continued leadership in sustainability.
- Named the No. 18 bike community city in the East by the League of American Bicyclists.
- Reaffirmed as a "Bicycle Friendly Community" at the bronze level by the League of American Bicyclists.
- Received a Peerless Rockville award recognizing the Glenora Stream Restoration project for outstanding achievement in environmental restoration contributing to and improving Rockville's heritage and identity.
- Received grants from the Maryland Department of Natural Resources of \$750,000 for the King Farm Watkins Pond project and \$700,000 for the Watts Branch – Upper Stream Restoration project.
- Secured \$99,700 Transportation Alternatives Program grant for Falls Road shared-use path.

The department manages and maintains all city facilities, trees, and over 1,000 acres of parkland, rights of way and open space. That includes 65 parks, three community centers, a nature center, swim and fitness center, senior center, the F. Scott Fitzgerald Theatre and the historic Glenview Mansion.

- Completed the Swim and Fitness Center South Pool repairs project on time and under budget.
- Completed the design of the new Americans with Disabilities Act (ADA)-compliant parking lot and interior corridor at the F. Scott Fitzgerald Theatre and Social Hall.
- Renovated athletic courts at Broome, Stepanek, David Scull, Welsh, Potomac Woods and Woottons Mill parks, a baseball field at Dogwood Park and two softball fields at Broome.
- Replaced playgrounds at Rose Hill and Twinbrook parks.
- Presented the ADA Access Audit and Transition Plan and the Senior Needs Assessment and Gap Analysis Study to the Mayor and Council.
- Renovated Lincoln Terrace Park, which the Mayor and Council rededicated Oct. 31 in honor of longtime Lincoln Park activist Wilma Shelton Bell.

- Street signs installed/repaired/replaced **1,402**
- City-maintained water lines **174 miles**
- Water lines rehabilitated **1.84 miles**
- City-maintained fire hydrants (11 replaced) **1,403**
- City-maintained sewer main **148 miles**
- Sewer main rehabilitated **0.3 miles**
- Bike to Work Day registrants **433**
- Recycling & refuse collected **19,612 tons**
- Total amount recycled or composted **49.4%**
- Special collections made **5,611**
- Salt used for 10 weather events **2,888 tons**
- Snow & ice removal budget **\$354,920**
- Snow & ice removal expenditures **\$889,506**

ed major con-
n Hill Stormwater
n June.



EVALUATION *"I love this camp. It is such a great option and gives the kids a chance to be active and play outside. I hope to have the chance to hang out with other campers again."*

FACILITY

Croydon Creek Nature C

Lincoln Park Community

INT	PROGRAM
PRE	Sports leagues
TR	

FACILITY	VISITS	RENTALS
Croydon Creek Nature Center	26,400	18
Lincoln Park Community Center	35,521	396
Thomas Farm Community Center	73,926	274
Twinbrook Comm. Rec. Center	64,000	420
Rockville Swim & Fitness Center	300,000	614
Rockville Civic Center Park	105,187	496
Rockville Senior Center	36,000*	93
*Visits to fitness center only.		
ROCKVILLE AT PLAY PROGRAM		
Registrations		31,505
Scholarships provided		486
Youth and adult sports participants		14,036
VOLUNTEERS FOR REC & PARKS PROGRAMS		
Volunteers		2,338
Hours donated		62,232
Savings to the city		\$1.24 million*
*valued at \$20 per hour.		
PROGRAM	VOLUNTEERS	HOURS
Sports leagues	550	12,750
Community Services Division	416	3,270
Croydon Creek Nature Center	290	1,450
Arts Division	263	26,430
Senior programs	255	3,660
Teens programs	155	7,200
Community centers	142	4,873
Suds and Soles	103	730
Classes	63	900
Hometown Holidays	57	494
Antique and Classic Car Show	44	475

- Ranked No. 1 among 449 cities by Let's Move! Cities, Towns, and Counties.
- Named a Playful City for a third year by KaBoom! as part of national program to ensure that all children have easy access to a balanced diet and safe, active play in their communities.
- Earned a 27th consecutive Tree City USA Award.
- Received awards from the Montgomery County Department of Transportation's Keep Montgomery County Beautiful Program for work at Veteran's Park, James Monroe Park, East Rockville Greenways, the Pump House at Croydon Park, The Ponds at Falls Grove, the Mattie J.T. Stepanek Park Peace Garden and for Veirs Mill Road landscape enhancement.
- Honored with the Maryland Urban and Community Forest Committee's highest honor, a green level PLANT (People Loving And Nurturing Trees) Award.

420	SENIOR CENTER	
614	Participants in senior recreation classes, trips, special events	8,500
496	Senior Center members	1,323
93	Senior fitness center members	601
	Visits to the center's fitness room	36,000
	Post rehabilitation and fitness training sessions	1,193
	Bus transportation to the senior center, grocery and pharmacy	30,000
31,505	Meals served	15,000
486	Volunteers/hours worked	255/12,750 hrs.
14,036	Private facility rentals	93

2,338	Visitors	26,804
62,232	School programs	139
million*	Total programs	277
	Total program participants	5,567

12,750	Rockville Civic Center Park attendance	105,187
3,270	Social events	54
1,450	Weddings and receptions at Glenview Mansion	42
26,430	Performances at F. Scott Fitzgerald Theatre	121
3,660	Meetings and conferences	400
	Center/park/picnic permits	313

... 4,873 Number of registrations for programs and classes..... 8,540

900	Approximate total visitors hosted at special events	80,000
494	Hometown Holidays	50,000
475	Antique and Classic Car Show	15,000 people/582 vehicles
	Independence Day	12,000

LOOKING AHEAD TO FISCAL YEAR 2017

City Clerk's Office/Director of Council Operations

- Continuing to manage the city's boards and commissions.
- Reviewing the scope and role of the city's boards and commissions and making appropriate changes.
- Reviewing the systems and processes to create, appoint, orient and sunset city boards and commissions.
- Assisting the Mayor and Council in establishing a task force to identify the best community uses for the historic King Farm Farmstead.
- Re-establishing City Hall office space for councilmembers.

City Manager's Office

- Providing leadership and support to city departments in order to implement the Mayor and Council's priority initiatives, and providing regular updates on the status of the initiatives.
- Increasing communication and engagement with Rockville's communities, including the use of Nextdoor to deliver city news that is important to neighborhoods.
- Continuing to support the Mayor and Council's work to advocate for city government and resident priorities at the county, state and federal levels of government.
- Conducting the biennial Community Survey, giving residents the opportunity to rate city programs and services, quality of life and other community characteristics.
- Establishing the Public Information and Community Engagement Division, which combines the former Neighborhood Resources Division with the Communication and Public Information Division to improve communication and engagement.
- Increasing outreach to minority-, female-, and disabled-owned businesses as part of the Procurement Division's MFD procurement program.
- Carrying out the action plan adopted in response to the FY16 Purchasing Division study, including using new contract management software.
- Proceeding with the design and construction of a television studio at City Hall to allow Rockville 11 to better serve television and online viewers.
- Launching a high-definition channel for the county's public, education and government cable stations, in partnership with other Montgomery County municipalities.

Community Planning and Development Services Department

- Continuing the Rockville 2040 update to the master plan, including conducting community forums to develop goals and objectives and a draft of the plan for review by the Planning Commission and the public in FY17.
- Working closely with the county and the state on planning for bus rapid transit (BRT) on MD 355 and Veirs Mill Road, including options for bringing BRT into Town Center and the Rockville Metro Station.
- Adopting changes to the city code and implementing new procedures to improve the site plan review process.
- Engaging in the citywide implementation of a new permitting and enterprise resource planning system.
- Expanding the Fast Track program to cover commercial tenant work, finished basements and small fire protection systems, and improve the customer permitting process experience. The Fast Track program allows certain permits to be approved the same day of application, over the counter.
- Implementing new procedures for green building inspections to reflect changes in city standards.
- Continuing the multiyear effort to update and reorganize numerous historic preservation documents and to streamline the historic designation process.
- Reviewing the Moderately Priced Dwelling Unit regulations and recommending program changes to the Mayor and Council and continuing to provide home renovation grants for families in need, through

the Community Development Block Grant program.

Finance Department

- Completing the sale of \$6.3 million in bonds for the water, sewer and capital projects funds, which included affirmation of the city's triple-A credit rating and the sale of \$13.9 million in bonds, refunding previous bond issues, and generating \$1.7 million in savings.
- Conducting a city pension plan experience study to ensure assumptions that are made by the plan actuary are accurate.
- Completing a new cost allocation plan study in order to evaluate the cost of in-house versus contract services, establish program fees and reimburse the city's general fund for services provided to the city's utilities.
- Obtaining a new vendor for the city's retirement and pension plans.
- Updating the city's Statement of Investment Policy.
- Updating the city's cost recovery policies.
- Completing an external review of hotel tax compliance.
- Implementing Government Accounting Standards Board Statement 74, which addresses accounting and financial reporting of the city's Other Post-Employment Benefits plan.
- Purchasing and launching new utility billing software to improve customer interface and payment options.

Human Resources Department

- Finalizing the new performance evaluation forms and conducting citywide training on the new performance review process and performance system.
- Managing the recruitment and hiring of a new city manager and police chief.
- Completing revisions of job descriptions.
- Working with departments on succession planning, including developing their staff to address anticipated knowledge and skill gaps created by retirement.
- Initiating citywide training of supervisors on how to detect and address alcohol and drug abuse in the workplace.
- Conducting in-house training for city employees on first aid, cardiopulmonary resuscitation and automated external defibrillator use.
- Introducing a near-miss reporting incentive program to learn about incidents that could have resulted in damage or injury, in order to assist loss control and mitigation efforts.
- Launching a new online health and wellness management portal, giving employees easy access to health information, wellness program events, health assessments and wellness tracking tools.
- Encouraging employees to take advantage of the city's resources to help them stop smoking, manage their weight and reduce stress reduction, and to participate in lunchtime and after-work exercise classes.
- Continuing to work with the county on identifying job opportunities for individuals with disabilities through Project Search.

Information Technology Department

- Beginning the use of the Microsoft SharePoint electronic fax and enterprise content management system to better manage documents and sort data through customized dashboards that are efficient, boost collaboration, accelerate information access and support regulatory compliance.
- Implementing a new best-of-breed enterprise resource planning system that best meets the city's need to automate and integrate the core business applications and software. The new planning system will improve asset management, land management and citizen relationship management by tracking and resolving requests quickly.
- Quadrupling the city's fiber connections

to add redundancy, balance network traffic load and increase bandwidth and speed.

- Continuing upgrades to the city's I-Net, replacing all antiquated network equipment.
- Creating and establishing the city's first disaster recovery hot site that allows the city to continue providing services in the case of a disaster or other emergency.
- Auditing and assessing the city's print devices in order to identify opportunities to standardize and consolidate devices, improve performance, streamline operations, reduce costs and improve environmental sustainability.
- Overhauling the city's information systems security to address security challenges.
- Continuing to upgrade all city PCs to Windows 10 and to Microsoft Office 2016.
- Upgrading the city's Recreation and Parks class registration system.

Rockville City Police Department

- Purchasing body-worn camera systems and replacing in-car video camera systems.
- Hiring culturally diverse officers to serve the Rockville community.
- Applying for a grant for an additional school resource officer/community outreach officer.
- Conducting outreach to all age groups and to diverse community groups and organizations to enhance trust and partnerships.

Public Works Department

- Launching an asset management program incorporating asset inventories, data management, related business processes and long-range financial planning.
- Continuing the pursuit of grants, public-private partnerships and other collaborative efforts to fund capital projects, including the Croydon Creek Stream Restoration and Maryland/Dawson Avenues Extended projects.
- Updating the city code to address the adequacy of water and sewer systems to support development, to include Montgomery County's requirement that properties larger than 50,000 square feet benchmark their energy performance and to incorporate Federal Emergency Management Agency requirements for floodplain management.
- Fulfilling state and federal mandates and directives by enacting new permitting and procedures for new structures in the floodplain.
- Implementing full-scale use of the Water Treatment Plant's ferric chloride chemical feed system to coagulate organic compounds for removal from the Potomac River water used by the city's water system.

Recreation and Parks Department

- Completing the motorized house bar installation and the ADA parking lot and interior corridor improvements at F. Scott Fitzgerald Theatre and designing the ADA parking lot at Glenview Mansion at Rockville Civic Center Park.
- Implementing Mayor and Council recommendations from the Senior Needs Assessment and Gap Analysis Study.
- Renovating six athletic courts in Woottons Mill, King Farm, Calvin, Twinbrook, North Farm and Falls Grove parks, as well as the Skate Park.
- Repairing five pedestrian bridges at Woodley Gardens, Maryvale and Dogwood parks, and in the Hayes Forest Preserve.
- Addressing erosion and drainage issues at Twinbrook, Welsh and Potomac Woods parks.
- Celebrating the 20th Annual F. Scott Fitzgerald Literary Festival.
- Beginning structural repairs to the King Farm Farmstead Dairy Barns.
- Replacing roofing systems on six facilities and seven HVAC units.
- Replacing the playground at Dogwood Park.
- Celebrating the 60th anniversary of the city's sister city relationship with Pinneberg, Germany.
- Beginning the design of the swim and fitness center locker room renovation.



MAYOR

Bridget Donnell Newton

COUNCILMEMBERS

Beryl L. Feinberg
Virginia D. Onley
Julie Palakovich Carr
Mark Pierzchala

ACTING CITY MANAGER

Craig L. Simoneau

CITY ATTORNEY

Debra Yerg Daniel

CITY CLERK/DIRECTOR OF COUNCIL OPERATIONS

Kathleen A. Conway

DEPUTY CITY MANAGER

Jennifer Kimball

DIRECTOR OF COMMUNICATION

Marylou Berg

DIRECTOR OF COMMUNITY PLANNING & DEVELOPMENT SERVICES

Susan Swift

CHIEF FINANCIAL OFFICER/ DIRECTOR OF FINANCE

Gavin Cohen

DIRECTOR OF HUMAN RESOURCES

Karen Marshall

DIRECTOR OF INFORMATION TECHNOLOGY

Nicholas Obodo

ACTING CHIEF OF POLICE

Bob Rappoport

ACTING DIRECTOR OF PUBLIC WORKS

Judy Ding

DIRECTOR OF RECREATION AND PARKS

Tim Chesnutt

City of Rockville
111 Maryland Avenue, Rockville, MD 20850
240-314-5000 • www.rockvillemd.gov



Get Into It

**GET INVOLVED
IN YOUR
CITY AND
COMMUNITY**

CONTACT

THE MAYOR AND COUNCIL

- By email: mayorcouncil@rockvillemd.gov
- By mail: 111 Maryland Ave., Rockville, MD 20850
- By phone: 240-314-8280

SPEAK AT COMMUNITY FORUM

- Held during most Mayor and Council meetings, residents may speak on any topic for up to three minutes. Call 240-314-8280 to sign up.

MAKE A REQUEST, REPORT A PROBLEM OR COMMENT ON CITY SERVICES

- Online: www.rockvillemd.gov/reportaconcern
- By phone: 240-314-8139
- By mail: 111 Maryland Ave., Rockville, MD 20850

SERVE ON A BOARD OR COMMISSION

- Learn about vacancies or obtain an application by emailing cityclerk@rockvillemd.gov.

BECOME A VOLUNTEER

- Contact the Recreation and Parks Department at 240-314-8620 or the Community Services Division at 240-314-8310. Learn more at www.rockvillemd.gov/volunteer.